

*Bureau of Nutrition and Health Promotion*

## *Friday Facts*

*Week ending Issue: September 9, 2011 – Issue # 115*

### ***Policy***

#### **From the WIC Services Policy and Procedure Manual – 380.80 Training Breastfeeding Peer Counselors**

The training curriculum for WIC breastfeeding peer counselors is “Loving Support through Peer Counseling.” The curriculum includes many opportunities for discussion and interaction between the peer counselors. The activities are critical components of the training.

The state WIC agency’s responsibilities in training include:

- Training the local agency breastfeeding peer counselor coordinator,
- Training of other agency staff along with the peer counselor coordinator is recommended but not required,
- Providing copies of the training curriculum,
- Providing training props and equipment, and
- Provide breastfeeding resources (videos, DVDs, books, brochures).

The local WIC agency’s responsibilities in training include:

- Making local arrangements for all training events (including site logistics, refreshments, etc),
- Training the peer counselors, and
- Using the “peer counselor skills checklist” throughout training to assure that peer counselors have demonstrated understanding of all curriculum modules.

### ***Information***

#### **Food Safe Families – Check Your Steps**

The United States Department of Agriculture, the United States Department of Health and Human Services, and the Ad Council have launched a new public service advertising campaign that encourages parents and caregivers to help protect their families from food poisoning by checking their food safety steps.



The new English and Spanish Food Safe Families PSAs feature specific safe food handling steps and communicate the risk of food poisoning. The campaign components include TV, radio, print and digital PSAs. The campaign will also be supported by many partners including the Partnership for Food Safety Education, food retailers, consumer groups and academia, as well as state and local agriculture and public health agencies.

By promoting Food Safe Families, you can become part of a nationwide effort to reduce the number of cases of foodborne illness—a serious but often unrecognized public health issue that equates to one in six Americans getting sick every year.

To view the PSAs, please click the link below. And don't forget to visit [FoodSafety.gov](http://FoodSafety.gov) to check your steps.

[>> PSA Preview](#)



Thank you,  
Dr. Elisabeth Hagen  
Under Secretary, USDA Office of Food Safety  
Brian Ronholm  
Deputy Under Secretary, USDA Office of Food Safety

## **Program Expands Effort to Build Maternal and Child Health Infrastructure and Capacity in Health Plans**

The National Institute for Health Care Management (NIHCM) Foundation has launched a new Promising Practices in Maternal and Child Health (MCH) Program to recognize emerging and promising programs or policies in MCH, promote program replication and new collaborations, and create a dedicated space where health plans and other MCH leaders can share their success stories with peers. Through the new project, NIHCM has joined eight other national professional organizations, including the Academy of Pediatrics, the American Bar Association, the Association of State and Territorial Health Officials, Family Voices, Grantmakers in Health, the National Association of County and City Health Officials, the National Conference of State Legislatures, and the National Governors Association, in helping members make well-informed decisions on matters impacting the health and health care of mothers and children. On a quarterly basis, one promising practices submission will be selected and highlighted in a fact sheet designed and produced by NIHCM. More information about NIHCM's program, including how to submit a promising practice, is available at <http://www.nihcm.org/maternal-child-and-adolescent-health/promising-practices>.

### ***Resources***

## **Just in Time Parenting eNewsletters – information and tips to help parents in their important role of caring for their children**

Just in Time Parenting (JITP) eNewsletters are a free resource for parents developed by Extension. Parents who are expecting a baby or have a child 0-5 years of age subscribe online, then each month they will automatically receive a newsletter focused on growth and development and promoting their baby's health. Parents can read the newsletters online or print them out. The newsletters provide quality, research-based information to families at the time it can be most useful and make the biggest difference in their lives.

WIC agencies can order the bookmarks (Spanish or English) directly through the ISU Extension online store.

To order the bookmarks go to:

<https://store.extension.iastate.edu/>

Information will be provided on how to set up a user account.

The publication numbers associated with the JITP bookmarks are below.

FAM1 (English version)

FAM1(s) (Spanish version)

To see the English version of the 1 month newsletter go to

[http://www.extension.org/mediawiki/files/9/91/Jitp\\_Mo1\\_rev\\_42211\\_LR.pdf](http://www.extension.org/mediawiki/files/9/91/Jitp_Mo1_rev_42211_LR.pdf)

To see the Spanish version of the 1 month newsletter go to

[http://www.extension.org/mediawiki/files/9/9d/CJAT\\_MONTH1\\_51811\\_LR.pdf](http://www.extension.org/mediawiki/files/9/9d/CJAT_MONTH1_51811_LR.pdf)

## ***EBT Update***

Please be sure you send any updated information on connectivity to Pat Hildebrand. Any information you can provide will help plan for the future of EBT.

## ***Training***

### **Breastfeeding Education for Iowa Communities**

The Quad Cities Breastfeeding Coalition is hosting a 4-hour breastfeeding training on September 23, 2011, in Davenport. The registration deadline has been extended to September 15th. **See attached flyer and registration form at the end of the Friday Facts.**

## ***Dates to Remember***

### **2011**

- September 23, 2011 - Breastfeeding Education for Iowa Communities
- October 7, 2011 – Advisory Committee Meeting
- October 24 & 25, 2011 – NETC
- January 31, 2012 – WIC Contractor’s Meeting
- March 29-30, 2012 – Maternal and Breastfeeding Nutrition Core Workshops
- August 21, 2012 – WIC Contractor’s Meeting
- August 29-30, 2012 – Infant and Child Nutrition Core Workshops
- October 30, 2012 – Communication and Rapport Building Core Workshop

## ***Don't forget...***

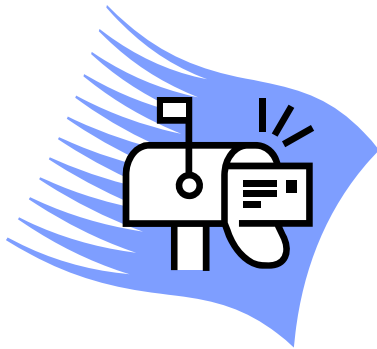


that policy 215.95 states that an applicant should sign the Rights & Responsibilities form after eligibility has been determined. This means that they should not sign until risks have been determined and a successful certification has been completed. What is your agency process??

## ***Available Formula***

Product	Quantity	Expiration Date	Agency	Contact
Neocate	19 cans – 14 oz powder 30 cans – 14 oz power	11/19/11 1/8/12	Rosebud WIC	Lucy Reifel @ 605-747-2617
Unflavored Peptamen Jr.	1 case & 23 cans	8/1/12	Mid-Sioux Opp.	Glenda Heyderhoff @ 712-786-3488
Similac PM 60/40	3 cans	10/2012	Johnson County Public Health	Chuck Dufano @ 319-356-6042

PLEASE MAIL  
REGISTRATION FORM  
& CHECK  
BY SEPTEMBER 1, 2011  
TO:  
**KATHY BOLLINGER**  
**10211-108TH STREET WEST**  
**TAYLOR RIDGE, ILLINOIS 61284**  
**309-779-2692**  
**GRAMMAKATE717@AOL.COM**



Make checks payable to:  
Quad Cities Breastfeeding Coalition



#### **4 HOUR TRAINING**

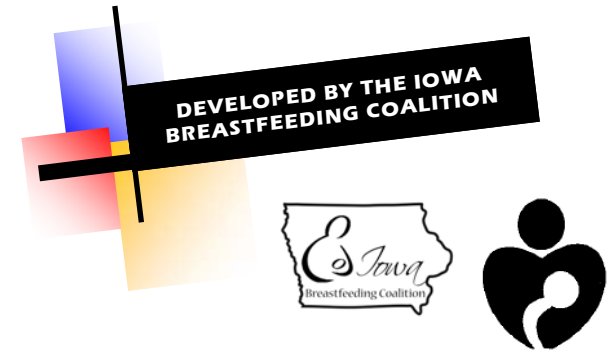
**The purpose of this training is to enhance your knowledge and equip you in providing support to breastfeeding families. The training was developed based on a survey conducted by the Breastfeeding Coalition of Polk County.**

- 4.8 CONTACT HOURS WILL BE PROVIDED BY THE IOWA BOARD OF NURSING PROVIDER #59; GENESIS MEDICAL CENTER, DAVENPORT, IA.
- 4.0 LCERPS FOR CERTIFIED LACTATION CONSULTANTS WILL BE PROVIDED.
- 4.8 CONTACT HOURS FOR REGISTERED AND/OR LICENSED DIETITIANS WILL BE PROVIDED.

*CEU's and LCERPS are applied for & pending approval.*



Sponsored by the Quad Cities Breastfeeding Coalition



## BREASTFEEDING EDUCATION FOR IOWA COMMUNITIES

#### **SCHEDULE:**

**8:30-9:30 AM—REGISTRATION**

**9:30-11:30 AM—CONFERENCE**

**11:30-12:00 PM—LUNCH**

**12:00-2:00 PM—CONFERENCE**

#### **LOCATION:**

**GENESIS HEART INSTITUTE**

**ADLER EDUCATION CENTER, LOWER LEVEL**

**1236 EAST RUSHOLME STREET**

**DAVENPORT, IOWA 52803**

**Friday, September 23, 2011**

## INTENDED AUDIENCE

Individuals that work with breastfeeding families including hospital staff, physician office staff, nurse practitioners, midwives, nurses, dietitians, public health staff, WIC staff, peer counselors, childbirth educators, nurse educators, doulas, family support workers, La Leche League, and other interested community supporters.

## OBJECTIVES

- Review strategies that address barriers to breastfeeding
- Identify common myths about breastfeeding
- Identify factors that impact milk production
- Explain importance of position and latch in attaining breastfeeding success
- Explain how to maintain milk production during separation
- Identify breastfeeding concerns (engorgement, plugged ducts, sore nipples, and low milk production) and strategies to resolve them
- Review proper use of breastfeeding aids such as nipple shields, breast pumps, and supplementers

## PRESENTERS

- Julie Cutler, RN, MSN, IBCLC, RLC
- Kathy Bollinger, RN, IBCLC
- Carole Hahn, RD, LD, IBCLC
- Natalie Hessell, CLC

Please wear appropriate clothing as the conference room can be cool.

## REGISTRATION

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

### PLEASE CHECK ALL THAT APPLY FOR CREDITS:

☐ GENESIS NURSE.....4.8 HOURS

GENESIS BADGE NUMBER: \_\_\_\_\_

☐ NON-GENESIS NURSE.....4.8 HOURS

RN/LPN LICENSE NUMBER: \_\_\_\_\_

☐ LICENSED DIETITIAN.....4.8 HOURS

LICENSE NUMBER: \_\_\_\_\_

☐ LACTATION CONSULTANT/ CERTIFIED  
LACTATION COUNSELOR.....4.0 HOURS

IBLCE CERTIFICATION YEAR: \_\_\_\_\_

### CONFERENCE FEE

(INCLUDES LUNCH UNLESS SPECIFIED)

☐ FREE—STUDENTS/PEER COUNSELORS (NO LUNCH)

☐ \$10—STUDENTS/PEER COUNSELORS (WITH LUNCH)

☐ \$20—GENESIS MEDICAL CENTER EMPLOYEES

☐ \$25—NON-GENESIS PROFESSIONALS

**MAKE CHECKS PAYABLE TO:**  
*QUAD CITIES BREASTFEEDING COALITION*

MAIL REGISTRATION FORM & CHECK BY 9/1/11  
TO:

KATHY BOLLINGER

10211-108TH STREET WEST

TAYLOR RIDGE, ILLINOIS 61284

